



Selling Smart

Best Practices for Reducing Underage Drinking

Alcohol is the number one youth drug problem in the United States.

- By the time they complete high school, nearly 80% of teenagers have consumed alcohol, 30% report having been drunk in the past month, and 29% report having 5 or more drinks in a row in the past two weeks.¹
- With increasing age, more youth drink and they drink more heavily.²
- The rate of heavy drinking doubles from age 14 (6%) to age 15 (12%) and continues to steadily increase. By age 20, 40% report heavy drinking.²
- A national survey reported that 13% of youths aged 12–17 had at least one serious alcohol problem related to drinking in the past year.³
- 50% of 12-year-olds who reported alcohol use reported having drunk heavily in the past 30 days.²

The consequences of underage drinking are significant.

- Underage drinking is six times more likely to kill young people than all illegal drugs combined.⁴
- Motor vehicle crashes are the leading cause of death among youth ages 15 to 20. Young drinking drivers are involved in fatal crashes at twice the rate of drivers 21 and older. Alcohol use also is linked with youthful deaths by drowning, suicide, and homicide.¹
- Alcohol use is associated with many adolescent risk behaviors, including other drug use and delinquency, weapon carrying and fighting, and perpetrating or being the victim of date rape.¹
- In 2001, \$61.9 billion dollars was spent on medical care, work loss, and pain and suffering resulting from the use of alcohol by youth. This translates to \$2,207 per year, per youth.⁵

Prevention is critical.

- A person who begins drinking before age 15 is four times more likely to develop alcohol dependence than those who begin drinking at age 21.⁶
- Youth who start drinking before age 14 are 12 times more likely to be injured while under the influence of alcohol sometime in their life.⁷
- According to a longitudinal study of students in three States, middle school students were almost three times more likely to use alcohol if they had previously used alcohol in elementary school.⁸
- If drinking is delayed until age 21, a child's risk of serious alcohol related problems is decreased by 70 percent.⁶





Sources

1. National Institute of Health. The *Facts about Youth and Alcohol*. Retrieved February 22, 2006 online from pubs.niaaa.nih.gov/publications/PSA/factsheet.pdf.
2. Institute of Medicine. (2004). *Reducing Underage Drinking: A Collective Responsibility*. R. Bonnie and M. O'Connell, (Eds). National Academies Press.
3. Substance Abuse and Mental Health Services Administration. (1999). *National Household Survey on Drug Abuse Population Estimates 1998*. Rockville, MD: U.S. Department of Mental Health and Human Services.
4. *Morbidity and Mortality Weekly Report*, Report 51, 2000
5. *2004 National Survey on Drug Use and Health*
6. Grant, B. F., and Dawson, D.A. *Age at onset of alcohol use and its association with DSM-IV alcohol abuse and dependence: Results from the National Longitudinal Alcohol Epidemiologic Survey*. *Journal of Substance Abuse* 9:103–110, 1997.
7. Hingson, R. W., Heeren, T., Jamaka, A., and Howland. J. (2000). *Age of drinking onset and unintentional injury involvement after drinking*. *Journal of the American Medical Association* 284(12): 1527–1533.
8. Wilson, N, Battistich, V., Syme, L., and Boyce, W. T. (2002). *Does elementary alcohol, tobacco, and marijuana use increase middle school risk?* *Journal of Adolescent Health* 30(6):442–447.



Selling Smart

Best Practices for Reducing Underage Drinking

Alcohol use by underage individuals is prevalent in Cambridge. According to 2004 survey conducted with all Cambridge public school students:

- The majority of high school students reported having had at least one drink of alcohol during their lifetime (not including a few sips for religious purposes).
- 39% of these students reported having consumed alcohol in the previous 30 days. This indicates that they didn't just "try" alcohol once, but that they're using it regularly.
- Close to half of those who reported recent use reported "binge drinking" during that same time period. Binge drinking is when someone has 5 or more drinks at a time.
- 16% of 11th and 12th graders who reported consuming alcohol in the last 30 days indicated that their usual source of alcohol was a bar or liquor store.
- Among those students who reported that they tried to buy alcohol from a store or restaurant in the last 30 days, 58% reported that they were usually asked to provide identification, and 30% reported that they used a fake ID.

Source

Social Science Research and Evaluation, Inc. (2004). *Summary of Results from the 2003-2004 Cambridge High School Health Survey*. Burlington, MA: Author.

Regarding MIT students:

Student perception — % reporting they don't know the frequency of enforcement of Massachusetts state laws in Cambridge regarding:

-using a fake ID to purchase alcohol = 60.4%

-Supplying alcohol to someone under 21 years of age = 53.7%

69% of MIT students reported consuming between 0-2 drinks the last time they socialized or attended a party.

Source

MIT CAS, 2005





Selling Smart Best Practices for Reducing Underage Drinking





Selling Smart

Best Practices for Reducing Underage Drinking

Alcohol Majority

The legal drinking age in Massachusetts is 21 years of age.

Purchasing Alcohol

Alcohol may not be purchased or attempted to be purchased by a person under 21 years of age. Violation of this section may result in a fine of \$300. M.G.L.c.138, #34A

A person may not lie about his/her age to purchase alcohol, present false identification, or make arrangements with someone older to buy alcohol for him/her.

Violation of this section may result in a fine of \$300. M.G.L.c.138, #34A

A person over 21 years of age may not buy alcohol for a person under 21 years of age.

Violation of this section may result in a fine of \$2,000, imprisonment up to 6 months, or both. M.G.L.c.138, #34.

Any person who transfers, alters, or defaces a liquor purchasing card, or who makes, uses, carries, sells, or distributes a false identification card, or furnishes false information in obtaining such a card, shall be guilty of a misdemeanor. Such persons are subject to immediate arrest. M.G.L.c.138, #34B.

Acceptable Forms of Identification

MA Drivers License

Military ID (green, active service card)

Mexican Consular Card

Current passport

MA Liquor ID card

Policies Regarding ID Confiscation

Massachusetts does not have any regulation or statute addressing this.

The Registry of Motor Vehicles has an affidavit that can be used when you confiscate an ID.

Alcohol and Driving

It is unlawful for a person under 21 years of age knowingly to drive a car with alcohol in it unless accompanied by a parent. Violation of this law may result in a fine of up to fifty dollars or suspension of the driver's license for three months, or both. M.G.L.c.138,#34C

Persons may not drive while drinking from an open container of an alcoholic beverage.

To do so may result in a fine for not more than \$500. M.G.L.c.90, #241.

Persons may not drive while under the influence of alcohol or any intoxicating substance. Violators are subject to a fine of up to \$1,000 or imprisonment of up to two years, or both. M..G.L.c.90, #24(1).

Civil Liability Resulting from Alcohol Use

Generally, one accused and convicted of any of the above criminal violations who has caused personal injury or property damage as a result of his/her unlawful conduct, can have a civil suit brought against him/her, and a criminal conviction can be used in court as evidence against him/her.

Social Host

Under Massachusetts law, a host of a party may be held liable for the injuries suffered by others if the host knew or should have known that a guest was drunk and nevertheless gave/permitted the guest to take an alcoholic drink and thereafter, because of the guest's intoxication, the guest negligently caused injury to others. If the guest who causes an injury is a minor, the host who served the alcohol or permitted alcohol to be served to the minor might be held liable to others even if the minor was already intoxicated when the minor was served alcohol.

Please see complete source for Massachusetts laws on reverse side.



Selling Smart Best Practices for Reducing Underage Drinking



Please note: This is not a comprehensive listing of all laws and regulations relating to licensees. For a complete listing of the laws and regulations, which affect licensees, refer to the following:

- *Guide to Liquor Laws of the Commonwealth of Massachusetts.*
Alcoholic Beverages Control Commission (ABCC).

Available online at <http://www.mass.gov/abcc/licensing/guide0.htm>

- *Guide to Retail Licensing in the Commonwealth of Massachusetts ("The Blue Book.")*
Alcoholic Beverages Control Commission (ABCC).

Available online at http://www.mass.gov/abcc/pdf_frm/000blue.pdf

- *Rules and Regulations of the Cambridge Board of License Commissioners Relating to Alcoholic Beverages and Entertainment (and Addenda).* Cambridge Board of License Commissioners.

Available online at http://www.ci.cambridge.ma.us/License/alcohol_rules.pdf



Selling Smart

Best Practices for Reducing Underage Drinking

- Obtain fake ID or borrow one
- Get someone else to buy the alcohol (e.g., family, friends, a date, or an adult in the parking lot)
- Choose stores with a reputation for being easy (those that don't ask for ID)
- "Scout" store prior to purchase
- Make non-alcoholic purchases, attempting to get to know clerk(s)
- Group remains outside store and sends in one individual to make purchases
- Try to look older (e.g., act sophisticated, wear adult clothes)
- Talk to the clerk and try to convince him/her to sell alcohol
- Try to make friends with the clerk
- Attempt to distract clerk by flirting
- Go to the outlet during a busy time of day when clerks are more distracted
- Attempt to bribe the clerk
- Place orders/Buy alcohol in volume

Source:

Prevention Research Center (1996). *Guide to Responsible Alcohol Sales: Off-Premise clerk, Licensee, and Manager Training*. Berkeley, CA: Author.





Selling Smart Best Practices for Reducing Underage Drinking





Selling Smart

Best Practices for Reducing Underage Drinking

Out-of-state Licenses

If you choose to accept an out-of-state license, you are encouraged to utilize a driver's license guidebook. They can be ordered from the Drivers License Guide Company by going to www.idcheckingguide.com or calling (800) 227-8827.

Checking ID'S

- Check anyone who looks 30 years old or younger and follow your store's policies.
- Ask the guest to remove the ID from his/her wallet.
- Use a bright light to scrutinize it.
- Find the date of birth and do the math!
- Check the expiration date!
- Check the picture and physical description (height, weight, sex) and compare it to the person in front of you.

Spotting Fake and Altered IDs

- Feel the ID for bumps, cuts or extra lamination. Specifically:
 Look for a photo that has been placed over another one. Feel for bumps around photo.
 Check the lamination. Air bubbles? A loose laminate? Faulty resealing?
 Feel for an extra overlay that may be used to alter the information.
- Look for numbers that are altered—particularly the last digit of the birth date year.
- Make sure that the lettering (fonts) match and that none of the text is typewritten.
 The typeset for the birth date should match the lettering used on the rest of the license.
- Look for numbers that are drawn in, uneven, or cut out and replaced.
- Look for erasures or fuzziness.
- Compare the size of the card to the one in the book.
- Compare the colors in the different areas to those in the ID book, especially the background of the photo.

If You Suspect a Fake ID:

- Politely question the guest about the information on the license (e.g., What is your middle name? What is your zip code?)
- Or . . . ask about things not on, but related to, the license (e.g., What is your (Zodiac) sign?)
- Request a second piece of identification
- If you remain suspicious but cannot ascertain the validity of the identification, decline the sale, then follow the policies of your store (i.e., return it or keep it).

Should you choose to keep the license we suggest that you:

- Only keep it if you are confident that the ID is clearly invalid, altered, or belongs to someone other than the person presenting it.
- If you decide to keep the ID, you can complete an affidavit provided by the Registry of Motor Vehicles (a copy is included in this packet). Be sure to complete it in full!
- Send the completed affidavit to:
 RMV-Driver Control Hearings
 P.O. Box 199150
 Boston, MA 02119-9150
- If you wish to follow up on the affidavit, wait approximately 30 days, then phone Andy Padellano at (617) 351-9947
- If a customer is adamant about having the ID returned to them, ask them to return the following day after you've had a chance to clear it with the authorities.



Selling Smart Best Practices for Reducing Underage Drinking





Selling Smart

Best Practices for Reducing Underage Drinking

Have your employees “act out” these scenarios.

Have them take turns assuming the different roles. Afterward, talk about how it felt (e.g., easier or harder than expected? more frustrating?) and what they might do differently next time.

Scenario 1.

A woman, very young-looking, walks into your package store. She presents you with a foreign ID, credit card, student card, and library card that all concur that she is 23 years old. You decide not to sell.

Scenario 2.

You notice a friend of yours out in the parking lot talking to a group of teenage girls. He comes into the store shortly after and buys five watermelon-flavored Bacardi Breezers. Your friend presents valid ID but you know that he only drinks beer.

Scenario 3.

It's Saturday night in the middle of a rush. One of your regular customers comes in. You've sold to him before and he's shown you his ID. Tonight he's left his wallet home. You know he lives nearby and ask him to return with the ID. He is furious.

Scenario 4.

You are a female clerk. A boisterous and obviously inebriated pair of young men come into your store at 11:30 p.m. on a Friday evening. They accidentally knock a sign over and joke about it. One of them uses the counter to steady himself. They put two fifths of vodka and a pint of Jack Daniel's in front of you at the register. They are of age.





Selling Smart Best Practices for Reducing Underage Drinking





Selling Smart

Best Practices for Reducing Underage Drinking

1. Can employees under 21 sell alcoholic beverages?
2. Must employees selling alcohol check everyone's IDs?
3. Do we need to check a person's ID every time s/he comes into the store?
4. What are our establishment's policies regarding checking ID's?
5. What forms of ID can we accept?
6. What are the legal penalties for selling alcohol to a person under 21?
7. What are you supposed to do when a customer presents you with an out-of-state license, an ID that is not one of the 5 acceptable forms of ID, or a questionable ID?
8. Do youth who purchase or attempt to purchase alcohol face any penalties? If yes, what are they?
9. Are we responsible for preventing alcohol sales or service to an intoxicated customer?
10. Can we refuse entry or service to someone if they are already intoxicated or have caused rowdy or unruly behavior on a previous occasion?





Selling Smart Best Practices for Reducing Underage Drinking





Selling Smart

Best Practices for Reducing Underage Drinking

1. Can employees under 21 sell alcoholic beverages?

Yes. Employees must be 18 years or older to sell or serve alcoholic beverages. (MGL Ch. 138, Sec. 34)

2. Must employees selling alcohol check everyone's IDs?

Yes. Since it is illegal for anyone under the age of twenty-one to purchase or be in possession of an alcoholic beverage, you must verify the age of every person (MGL Ch. 138, Sec. 34, 34C). Most stores chose to ID everyone who appears under the age of 30. Make sure you understand your store's policy around this issue!

3. Do we need to check a person's ID every time s/he comes into the store?

Yes. To prevent someone under 21 being sold alcohol, you are responsible for checking the identification of a customer on the day of service, even if you have checked that customer's identification on previous occasions.

4. What are our establishment's policies regarding checking ID's?

5. What forms of ID can we accept?

The acceptable forms of identification are:

- valid Massachusetts driver's license
- valid Massachusetts Registry of Motor Vehicles liquor ID card
- valid passport issued by the U.S. or a country recognized by the U.S.
- valid military identification card (interpreted by the ABCC to be the green, active service card)
- valid Mexican Consular Card

Note: If you accept something other than one of the above forms of identification, you also put your employer at risk of losing their liquor license and you could be fined and/or imprisoned. (MGL Ch. 138, Sec. 34, 34C)

6. What are the legal penalties for selling alcohol to a person under 21?

The Massachusetts criminal penalties for anyone (including an owner, salesperson, server, cashier, clerk, or customer) who provides alcohol to a person under 21 include arrest, a fine of up to a \$2,000, and/or imprisonment of up to 6 months. (MGL Ch. 138, Sec. 34, Cambridge Reg. 11)

In addition to the above penalties, both the Cambridge License Commission and the ABCC have the power to cancel, suspend, revoke, or further condition the license of an establishment that serves or sells alcohol to someone under 21. (MGL Ch. 138 sec. 12,15,34, Cambridge Reg. 1,26)

7. According to our store's policies, what should you do when a customer presents you with an out-of-state license, an ID that is not one of the 5 acceptable forms of ID, or a questionable ID?



8. Do youth who purchase or attempt to purchase alcohol face any penalties? If yes, what are they?

Yes. Penalties exist for persons under the age of 21 who:

- purchase or attempt to purchase alcohol
- make an arrangement with someone else to purchase alcohol
- misrepresent their age with the intent of purchasing alcohol
- knowingly possess, transport, or carry on their person an alcoholic beverage
- falsify or use a falsified Massachusetts driver's license or liquor identification card

The penalties are arrest and/or fines ranging from \$50 to \$300 and driver's license suspension of up to one year. (MGL Ch. 138, Sec. 34A, 34B, 34C, 64, Ch. 90, Sec. 22(e))

9. Are we responsible for preventing alcohol sales or service to an intoxicated customer?

Yes. Alcoholic beverages must not be sold to an intoxicated person on any licensed premises, regardless of whether or not the person is driving. (MGL Ch. 138, Sec. 69, Cambridge Reg. 12)

10. Can we refuse entry or service to someone if they are already intoxicated or have caused rowdy or unruly behavior on a previous occasion?

Yes.



Selling Smart

Best Practices for Reducing Underage Drinking

Selling Smart:

This checklist includes best practices for improving responsible beverage sales. For each item, please indicate if you are familiar with this practice (*Know It*) and if you are currently using it in your package store (*Doing It*).

Point of Sale Practices	Know It	Do It
<i>Signage</i> Prominent postings that announce age required for purchase, policy of checking identification, and acceptable forms of ID		
<i>Inspect IDs</i> Sales clerks request identification from anyone under age 30 wishing to purchase alcohol.		
<i>Specialty Calendars</i> Calendars designed to help sales clerks "do the math" when verifying customer age.		
<i>Unusual Occurrence Logs</i> Notebook kept by the register to document anything suspicious going on in the store.		
<i>Checkout Scanners</i> Cash registers that are programmed to recognize alcohol products and prompt specific actions clerks should take before consummating the sale.		
<i>Electronic Age Verification Devices</i> Automatic devices that calculate whether the person to whom the ID was issued is of legal age to purchase alcohol products.		
<i>Video Cameras</i> Cameras that record all transactions at the register. Tapes reviewed regularly.		
Employee Policies and Practices	Know It	Do It
<i>Develop written policies</i> These should clearly communicate expectations about alcohol sales.		
<i>Hire smart</i> Avoid hiring anyone <21 years old, screen for past violations, and review policies and consequences.		
<i>Provide training</i> Should include overview of relevant liquor laws, review of policies and consequences, tips for avoiding underage sales, clear directives for when to get help, and opportunities for building skills.		
<i>Provide supervision</i> Supervisors regularly monitor staff compliance and are held accountable for doing so.		
<i>Hold employees accountable</i> Strategies to promote accountability include internal compliance checks, using videotapes, and providing incentives and disincentives.		



Selling Smart Best Practices for Reducing Underage Drinking





Selling Smart

Best Practices for Reducing Underage Drinking

Review the *Owner/Manager Self-Assessment Tool* that you just completed. Select three “best practices” from the list that you *are not* currently doing. Use this worksheet to develop strategies for bringing these practices to your workplace. For each task, include specific action steps for making it happen, potential roadblocks, strategies for getting past them, and an expected date of completion.

TASK:

EXPECTED DATE OF COMPLETION:

ACTION STEPS:

NOTES (e.g., potential roadblocks, strategies for getting past them)

See reverse for additional workspace.



TASK:

EXPECTED DATE OF COMPLETION:

ACTION STEPS:

NOTES (e.g., potential roadblocks, strategies for getting past them)

TASK:

EXPECTED DATE OF COMPLETION:

ACTION STEPS:

NOTES (e.g., potential roadblocks, strategies for getting past them)



Selling Smart

Best Practices for Reducing Underage Drinking

Alcohol Licensing and Prevention

Alcoholic Beverages Control Commission (ABCC)
Maurice Delvendo, Chief Investigator: (617) 727-3040 x316
Operator for sign requests: (617) 727-3040 x0

License Commission
Richard Scali, Executive Officer: (617) 349-6140
Elizabeth Lint, Executive Director (617) 349-6140
Andrea Boyer, Chief Licensing Investigator: (617) 349-6149

Cambridge Prevention Coalition
Frank Connelly: (617) 349-6334, fconnelly@cambridgema.gov

Cambridge Licensee Advisory Board (CLAB) www.clab.org
Paul Lee, President & Owner of Hong Kong Restaurant: (617) 864-5311
Mass Package Store Association: (800) 322-1383
Cambridge Package Store Association: Tom Cefrino (617) 661-8629

Your establishment's emergency phone numbers:

Safety and Transportation

Local taxi: _____

First Step Van to assist

homeless intoxicated individuals (617) 592-6895

Police Department: 911
Police Business/Non-emergency (617) 349-3300

Cambridge Police Department's
Anonymous Drug Tip Line: (617) 349-3359

Fire Department: 911
Fire Department, non-emergencies: (617) 349-4900

continued on reverse



Selling Smart Best Practices for Reducing Underage Drinking



Board of Health: (617) 349-6100
Senior Health Inspector: (617) 349-6108

Local Substance Abuse Recovery Services

For any employees who wonder if they have a problem with alcohol or another drug—or who know that they do—we are listing local resources for your use. It is often said that taking the first step is the hardest step. The Cambridge area is rich in resources for getting help to recover from substance abuse. We encourage you to take the first step and make the call to one of the following groups.

If you're not sure which resource to call, visit www.cambridgesomervilleresourceguide.org or call Allyson Allen at (617)349-6966. She is knowledgeable about local resources and can recommend an appropriate one for you. She will treat all calls confidentially.

Local Resources:

Alcoholics Anonymous www.aaboston.org	(616) 426-9444
Al-Anon/Alateen	(617) 843-5300
Cambridge Health Alliance Outpatient Addiction Services	(617) 591-4220
Cambridge/Somerville Detox Services 24-Hour Hotline	(800) 825-HELP
CASPAR, Outpatient Services	(617) 661-1316
Cocaine Anonymous	(781) 551-6677
Cocaine Abuse 24-Hour Hotline	(800) 262-2463
Concilio Hispano de Cambridge	(617) 661-9406
Impact, North Charles Inc.	(617) 661-0405
Massachusetts Alcohol and Drug Abuse 24-Hour Hotline	(800) 327-5050
Massachusetts Alliance of Portuguese Speakers	(617) 628-6065 TDD: (617) 354-0997
Mount Auburn Hospital Prevention & Recovery Center	(617) 499-5052
Narcotics Anonymous	(617) 884-7709
SMART Recovery	(781) 891-7574
Substance Abuse Services for Seniors Cambridge	(617) 349-6222
Somerville	(617) 625-6600 x2300



Selling Smart

Best Practices for Reducing Underage Drinking

References for Selling Smart Server Training

2004 National Survey on Drug Use and Health

Institute of Medicine. (2004). *Reducing Underage Drinking: A Collective Responsibility*. R. Bonnie and M. O'Connell, (Eds). National Academies Press.

Knight, J. R., Wechsler, H., Mohler-Kuo, M., Seabring, M., Weitzman, E., and Schuckit, M. A. (2002). *Alcohol abuse and dependence among college students*. Journal of Studies of Alcohol, 63(3): May; 263–270.

Krevor, B. S., Capitman, J., DiFranza, J., Willingham, M., McElravy, S., and Wilson, L. (draft). *Best Practices for Responsible Retailing*. Centers for Substance Abuse Prevention. Conference Edition.

Morbidity and Mortality Weekly Report, Report 51, 2000.

National Institute of Health. *The Facts about Youth and Alcohol*. Retrieved February 22, 2006 online from pubs. niaaa.nih.gov/publications/PSA/factsheet.pdf.

Prevention Research Center (1996). *Guide to Responsible Alcohol Sales: Off-Premise clerk, Licensee, and Manger Training*. Berkeley, CA: Author.

SmartServe Ontario. (March, 2004). *Risk management begins with clearly written alcohol and house policies*. Retrieved February 14, 2006 from smartserve.org/newsletters/Golf_News_March_2004.pdf

Social Science Research and Evaluation, Inc. (2004). *Summary of Results from the 2003-2004 Cambridge High School Health Survey*. Submitted to the Cambridge Prevention Coalition, Cambridge Public Schools, and Cambridge Public Health Department.

Substance Abuse and Mental Health Services Administration. (2004). *Overview of Findings from the 2003 National Survey on Drug Use and Health (Office of Applied Studies, NSDUH Series H–24, DHHS Publication No. SMA 04–3963)*. Rockville, MD.

Toomey, T. L., Wagenaar, A. C., Gehan, J. P., Kilian, G., Murray, D. M., and Perry, C. L. (2001). *Project ARM: Alcohol risk management or prevent sales to underage and intoxicated patrons*. Health Education and Behavior, 28(2): 186–199.

Toomey, T. L., Kilian, G. R., Gehan, J. P., Perry, C. L., Jones-Webb, R., and Wagenaar, A. C. (March/April, 1998). *Qualitative assessment of training programs for alcohol servers and establishment managers*. Public Health Reports, 113:162–169.

Wagenaar, A. C., Toomey, T. L., Murray, D. M., Short, B. J., Wolfson, M., and Jones-Webb, R. (May, 1996). *Sources of alcohol for underage drinkers*. Journal of Studies on Alcohol.

Wechsler, H. (2000). *College binge drinking in the 1990's: A continuing problem. Results of the Harvard School of Public Health 1999 College Alcohol Survey*. Journal of American College Health, 48(10): 199–210.

Wolfson, M., Toomey, T. L., Murray, D. M., Forster, J. L., Short, B. J., and Wagenaar, A. C. (1996). *Alcohol outlet policies and practices concerning sales to underage people*. Addiction, 91(4), 589–602.



Selling Smart Best Practices for Reducing Underage Drinking

